



Asha Kwekwe, a student of Generation Kenya's Sewing Machine Operator program, learns how to sew using a single needle lockstitch machine. Photo: USAID

KENYA

GENERATION KENYA

How do you impact a new generation of young people and turn Kenya's youth bulge into a demographic dividend for decades to come? By motivating young people with targeted opportunities to acquire skills for meaningful employment through training developed with employers looking to build their workforce. Generation Kenya employs a demand-driven model in cooperation with the Government of Kenya, development partners, the private sector, and public and private training institutions to close the recruitment gap between unemployed youth and employers.

OUR WORK

Generation Kenya provides technical training in financial services, distributed sales, customer service, retail, and restaurant services, and sewing machine operators to help high school graduates ages 18-35 find employment. Youth participants in the Generation Kenya program also receive social support services and mentorship, including a community support network that follows graduates into the workplace. Through their training, participants develop a positive business mindset and professional etiquette that help prepare them for the workplace.

ACHIEVEMENTS

Since 2015:

- 83% of 18,900 plus Generation Kenya graduates were hired immediately upon completion of the program.
- 56% of Generation Kenya graduates are women (national average is 29% in the formal sector).
- Generation Kenya provided cash transfers and psychosocial support to nearly 3,700 vulnerable alumni during the COVID-19 pandemic.
- Generation Kenya partnered with the Ministry of Education to mitigate COVID-19 impacts on youth livelihoods through skills training and job placement.
- Through funding from USAID's Digital Ecosystem Funds, Generation Kenya is supporting ICT employment assessment and the establishment of an ICT working group to leverage opportunities for increased access to training and jobs in the ICT sector.
- Generation Kenya has partnered with over 250 employers and 35 Technical and Vocational Education and Training (TVET) institutions to support graduates in their transition from training to employment.
- Generation Kenya signed partnership agreements with Kitui, Kisii and Kilifi counties and the Coastal Economic Bloc to utilize and build the capacity of county based TVETs. Through a partnership with Generation, the counties of Mombasa, Nakuru, and Kiambu have committed to support vocational education and youth empowerment.
- Generation Kenya partnered with the Swedish International Development Cooperation, IKEA Foundation, and Safaricom Foundation to provide over \$7 million to continue the program beyond USAID support.

BUDGET: \$4.89 million

DURATION: 2014-2021

ACTIVITY LOCATIONS

Busia, Eldoret, Kajiado, Kakamega, Kericho, Kiambu, Kilifi, Kisumu, Kitui, Malindi, Migori, Kitui, Mombasa, Nairobi, Nakuru, Kiambu and Voi.

KEY PARTNERS

- Generation Kenya
- McKinsey & Company
- Swedish International Development Cooperation Agency (SIDA)
- IKEA Foundation
- Safaricom Foundation

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